

Abstract of the Disclosure

5 A software-based syndication and filtering platform for a first Web
server hosted by a first enterprise has a rules-based filter for interacting with
communications from customers of the first enterprise, the communications
coming from a second Web-site of a second enterprise, and a discrimination
layer for providing specific services to said customers according to one or
10 more characteristics of the Web site of the second enterprise. In some cases
there is also a layer for interacting with a third Web server hosted by a third
enterprise. In preferred embodiments the services include a broad range of
transaction capabilities.

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TECHNICAL FIELD